



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Saranya S

Assistant Professor
Department of Professional Accounting and Finance
School of Commerce, Accounting & Finance

Areas of Specialisation:

Marketing, Accounting, Finance, Banking

Dr. Saranya S is an Assistant Professor in the Department of Professional Accounting and Finance, Kristu Jayanti (Deemed to be University), Bengaluru. She completed her full-time Ph.D from Bharathiar University in 2019 and has since contributed extensively to research and innovation in the fields of commerce and management. She is currently engaged in research across Accounting, Finance, and Marketing, with interests in emerging domains including the digital technology, micro-enterprises, green deposits, and nostalgia marketing aiming to connect academic inquiry with practical applications. In addition to her research achievements, she brings over nine years of teaching experience in commerce and management education. Her teaching approach emphasises learner engagement, combining real-world applications with case-based methods to create impactful learning experiences. She specialises in Financial Accounting, Cost Accounting and its techniques, and Management Accounting. With a balanced profile of research, teaching, and subject expertise, she aspires to contribute meaningfully to both academic development and industry collaboration.

Selected Publications:

1. **Saranya, S.**, Antony, N., & Thomas, T. (2025). Unlocking a Better Future: The Rise of Blockchain Economy. In *Studies in Systems, Decision and Control* (pp. 247–259). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_21
2. Antony, N., **Saranya, S.**, George, G., & Jacob, N. (2024). Preference of Women Towards Digital Technology. In *Studies in Big Data* (pp. 365–372). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-73632-2_30
3. **Saranya, S.**, Antony, N., Amudhan, S., & Preethi, S. J. G. (2024). Leapfrog Opportunities and Digitalization in Empowering Economic Development of Women. In *Studies in Systems, Decision and Control* (pp. 611–622). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-65207-3_52